



# What is Community Development

“Community development is a process conducted by community members. It is a process where local people can not only create more jobs, income and infrastructure, but also help their community become fundamentally better able to manage change.”

Jim Cavaye

# What is Community Development

Community development improves the situation of a community, not just economically, but also as a strong functioning community in itself.

Jim Cavaye

# Community Development vs. Economic Development

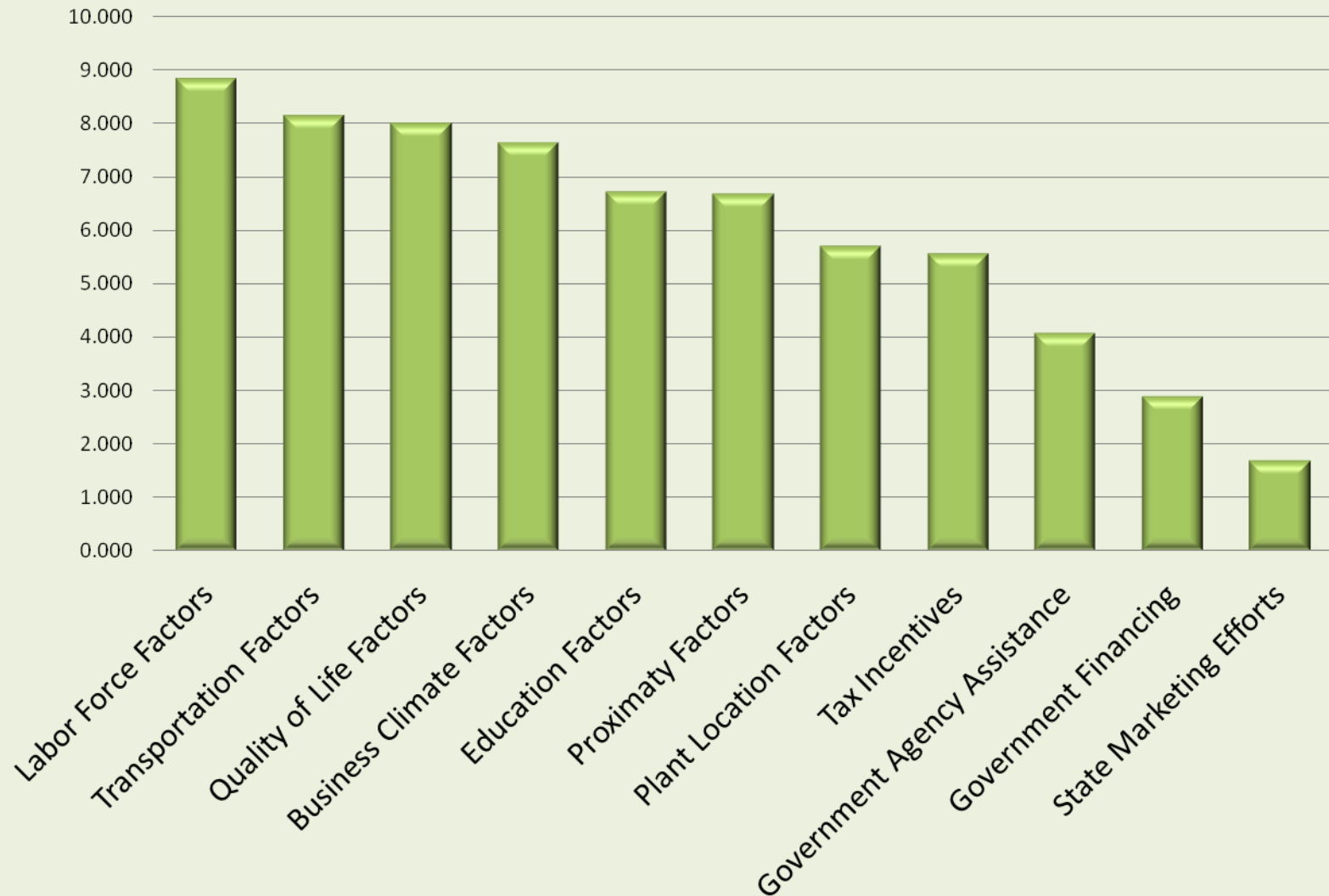
## Economic Development

- Focus on job creation
- Uses incentives to encourage business location decisions
- Assumes that people will come where jobs are created

## Community Development

- Focus on quality of life
- Businesses attracted to location with good quality of life
- Assumes businesses locate where quality labor exists

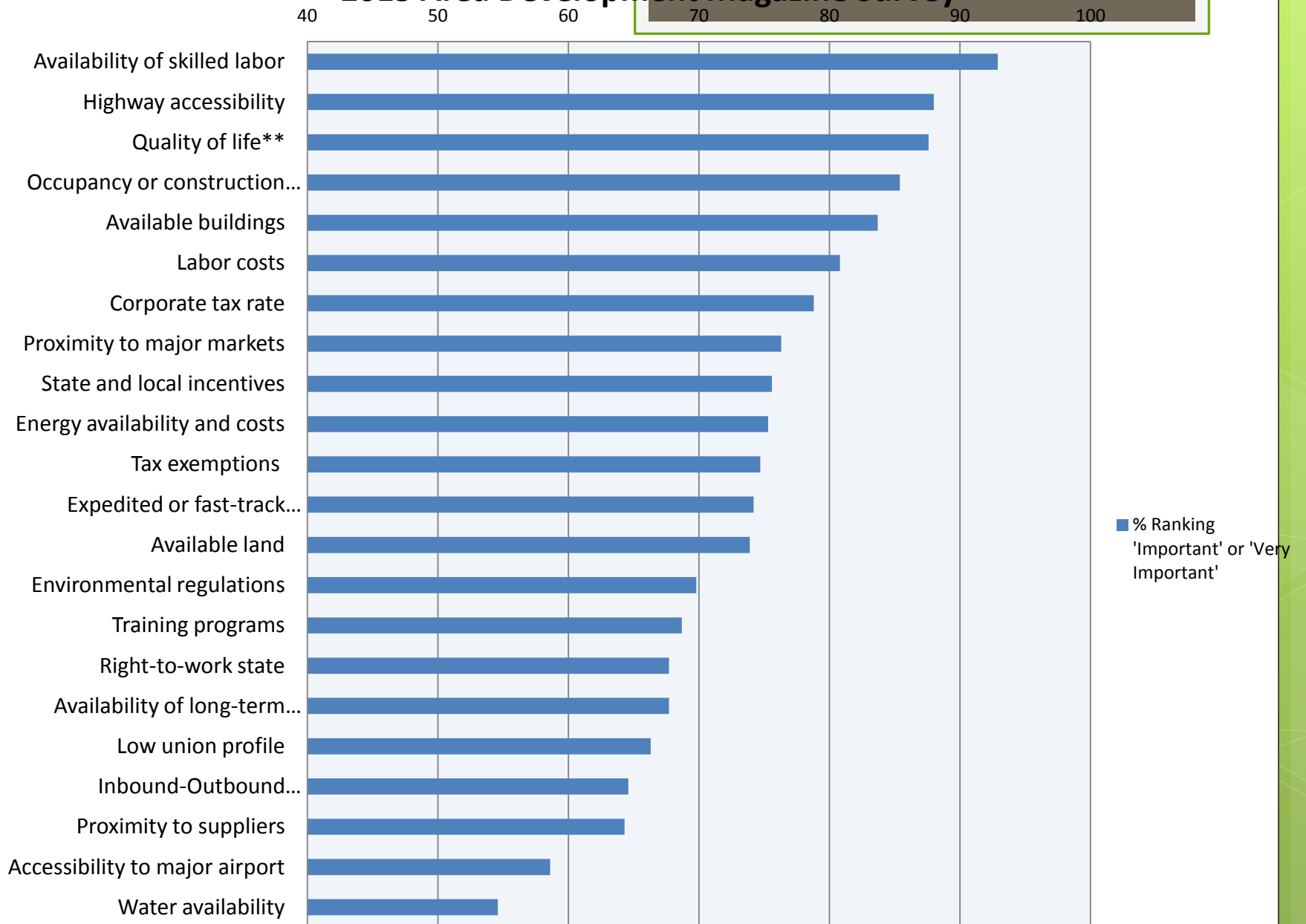
## Importance of Factors In Business Location Decisions



Rondinelli and Burpitt, 2000

■ Company Rating of Importance

# 2015 Area Development Magazine Survey



# The New Paradigm

People no longer follow jobs, jobs  
follow people

*(Florida 2011; Litvak and Daniels 1983).*

If this research is correct, then a community would be best  
off attracting people rather than spending resources  
attracting businesses

# Why is Microsoft in Washington?

Main Client  
was in New  
Mexico

Most  
Programmers  
were in Boston

Bill Gates was  
from the Seattle  
area and  
wanted to return



# Community Development is Inherently Local

- Traditional Economic Development is one size fits all, jobs
- Community development is based on the needs and desires of each community
  - A waste water plant
  - A community center
  - Flood prevention
  - Homeless shelter
  - A baseball field

# Community Development is Inherently Local

- Not just physical infrastructure, sometimes services are needed:
  - Soft skills training for youth
  - Summer jobs program
  - Financial skills training
  - Adult literacy
  - Cultural Programs



# Mo. DED's Role

Neighborhood  
Assistance  
Program

Youth  
Opportunity  
Program

Americorp

Community  
Development  
Block Grant

Missouri  
Community  
Service  
Commission

Missouri Arts  
Council

Missouri  
Women's  
Council



# Local Government Role

Local Gov. has  
the ability to  
coordinate  
and Guide

CIDS, NIDS &  
TIFs

MainStreet  
Mo Community  
Betterment  
Chambers





